

further expedite point of purchase processing while protecting the integrity of the PIN 39.--

Page 11, last paragraph (lines 19-21) continued on page 12, first paragraph (lines 1 and 2), delete in its entirety.

IN THE CLAIMS:

Please delete claims 5, 7-11, and 13-16 and replace them with the following NEW claims 17-18 which are shown in clean form.

17.(New) A data card display pack for displaying and viewing a data card having confidential data on its back side, the display pack comprising an opaque back for covering the confidential data on the back of the data card and the front of the display pack having a window that permits viewing of the front of the data card, the display pack comprising:

a package constructed of board with an exterior-forming first side and an interior-forming second side, the board being folded sealed and perforated to form the package having an exterior front and back, opposing sides and a bottom;

a data card with a magnetic stripe of encoded data and a confidential personal identification number (PIN) printed on the back side of the data card, and nonconfidential data printed on the front side of the data card, the card being located for the front side to be viewed through the window disposed in the front of the package;

an adhesive that seals the data card in the window and seals the folded board to form the package;

a line of perforations at the top and along one side of the package, the window exposing the nonconfidential data printed on the front side of the data card with the magnetic stripe exposed beneath said data card in a position to be passed through a magnetic reader for verification and activation of the encoded data while the data card remains adhesively secured in the display pack and covering the confidential PIN on the back of the data card, wherein